

# Home Insecticides Market in India 2017

<https://marketpublishers.com/r/H99A4AFAC8BEN.html>

Date: March 2017

Pages: 38

Price: US\$ 950.00 (Single User License)

ID: H99A4AFAC8BEN

## Abstracts

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Netscribes' latest market research report titled Home Insecticides Market in India 2017 states that the home insecticides market is growing at a steady rate due to several reasons. Indian consumers have started becoming more aware of the availability and benefits of various kinds of home insecticides. This coupled with the steady growth in the disposable income of households is leading to growth in the demand for home insecticides. The changing lifestyle of Indians, and the rising number of cases of dengue, malaria and other diseases caused by insects, is increasing the adoption of insecticides in Indian households.

However, the potential health threats that these products pose acts as a major hindrance to the growth of the market. Moreover, the low penetration of these products in rural regions where people still rely on traditional methods such as burning incense sticks and coconut fiber and fumigation of neem leaves, implies heavy reliance on the urban regions. Companies however have started recognizing the immense potential of the rural regions and are coming up with specific promotional activities and campaigns to tap these markets. Business strategies being used by companies in the market include increased penetration in rural markets and consumption growth in urban markets.

### COVERAGE:

Overview of the home insecticides market in India and forecasted market size data in terms of value over 2011 to 2020

Trade analysis of home insecticides in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

Key recent developments associated with the home insecticides market in India

## **WHY BUY?**

Get a broad understanding of the home insecticides market in India, the dynamics of the market and current state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving growth in the market

Be informed regarding the key developments in the home insecticides market in India

Understand major competitors' business strategies and market dynamics and respond accordingly to benefit from the market

## Contents

Slide 1: Executive Summary

### **SOCIOECONOMIC INDICATORS**

Slide 2: Total Population (2010-2011 -2019-2020), Population Density (2010-2011 -2019-2020)

Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 -2019-2020)

Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)

Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)

Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)

Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

### **MARKET OVERVIEW**

Slide 8-9: Market Definition and Structure

Slide 10: Home Insecticides Market in India - Market Overview, Size and Growth (Value-Wise; FY 2011 - FY 2020e)

### **TRADE ANALYSIS**

Slide 11: Export of Insect Repellant -Size {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep) and Volume-wise; FY 2012-FY 2016-2017(Apr-Sep)}

Slide 12: Export of Insect Repellant -Region Wise Exports {Value-Wise: FY 2015 and FY 2016-2017(Apr-Sep); Volume-wise: FY 2015 and FY 2016-2017(Apr-Sep)}

Slide 13: Import of Insect Repellant -Size (Value-Wise; FY 2012-FY 2016 and Volume-wise; FY 2012-FY 2016)

Slide 14: Import of Insect Repellant -Region Wise Imports (Value-Wise: FY 2015 and FY 2016; Volume-wise: FY 2015 and FY 2016)

Slide 15: Export of Paper Coated With Insecticide -Size {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep) and Volume-wise; FY 2012-FY 2016-2017(Apr-Sep)}

Slide 16: Export of Paper Coated With Insecticide -Region Exports {Value-Wise: FY 2015 and FY 2016-2017(Apr-Sep); Volume-wise: FY 2015 and FY 2016-2017(Apr-Sep)}

## **MARKET INFLUENCERS**

Slide 17-18: Market Drivers  
Slide 19: Market Challenges

## **COMPETITIVE LANDSCAPE**

Slide 20: List of Major Players  
Slide 21-36: Profiles of Major Players

## **RECENT DEVELOPMENTS**

Slide 37: Key Recent Developments

## **APPENDIX**

Slide 38: Research Methodology

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